

# Leveraging the Potential of GSM

GLOBAL SYMPOSIUM FOR REGULATORS

HARNESSING BROADBAND TECHNOLOGIES  
TO ACHIEVE THE INFORMATION SOCIETY

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*Tom Phillips*  
*Chief Government & Regulatory Affairs Officer*  
*GSM Association*

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## Unparalleled Investment

- **2 billion mobile users worldwide**
- **Over 1.5 billion are GSM customers**
- **680 GSM networks, 210 countries**
- **Coverage: almost 80% of world's population**
- **Achieved in just 15 years**
- **Investment continuing at \$50 billion per year**

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## Mobile Delivering Broadband

- **GSM – more than voice**
- **3GSM is here – delivering broadband**
- **3GSM is an end-to-end system**

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## Sustainable Solutions

- **Significant contributor to the developing world**
- **“Connecting the Unconnected”**
- **Trusted environment**

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## Cost Effective

- **Unique economies of scale**
- **Harmonised spectrum**
- **Re-use existing spectrum and infrastructure resources**
- **Re-use support systems and business services**



## Rural Access

- **Economies of scale in equipment costs are key**
- **Re-use of existing infrastructure is key**
- **Coverage costs money**
  - **No coverage advantage with alternative technologies**



## Regulation

- **Spectrum availability**
- **Technology neutrality**
- **Fairness and transparency**
- **Cost of regulation**
- **Taxes**

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## Conclusion

**Leverage the potential of the  
global mobile market**

**GSM: The most effective solution to realize  
the wireless broadband access vision:**

- **For rural and urban communities**
- **For emerging and developed economies**

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